

ABSTRACT OF THE DISCLOSURE

A system and method for assisting a customer in choosing a combination of commodities based on preferences of the customer. A combination is a set of related commodities, wherein bundling discounts may be applied to particular bundles of related commodities. Combination options are created by optimizing the categories within the combination in parallel, and then selecting the best value options from each category into a grouping. The effective cost of a grouping is calculated as a total of the effective costs of each option within the grouping. The effective costs consider weighted values of performance features in addition to the actual cost of a commodity. The groupings are ranked and presented to the user, so that the user may select a grouping as combination of commodities for purchase.

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